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SEVENTH SENATE DISTRICT

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**Testimony of Senator Jeff Plale  
Assembly Bill 579  
Assembly Committee on Transportation  
Thursday, December 3, 2009**

Thank you, Chairman Steinbrink and members of the committee for your consideration of this bill.

Marquette University alumni living in Wisconsin are voicing their support for creating a Marquette University license plate in order to express their pride, appreciation, and gratitude for the university. Currently, Wisconsin offers 94 special group license plates including plates honoring numerous University of Wisconsin campuses. AB 579 establishes a special distinguishing license plate for Marquette University.

I would like to reiterate that this is NOT a fundraising plate. Marquette University or other interested parties will cover the DOT's costs of implementation. DOT may commence development work and issuance of the plates only if the DOT receives these contributions. The up-front costs are estimated at \$11,800 for data processing, graphic design, and set-up of the special plates. There will be absolutely **no cost** to the State of Wisconsin.

Again, I thank you for your consideration of AB 579. I would be happy to answer any questions you may have.





# Pedro Colón

STATE REPRESENTATIVE

## Testimony in Support of Assembly Bill ~~597~~ 579

### Assembly Committee on Transportation

#### Representative Pedro A. Colón

Thursday, December 3, 2009  
417 North (GAR Hall)  
State Capitol

Good morning Chairman Steinbrink and Committee members. Thank you for allowing me this opportunity to speak in support of Assembly Bill 597 (AB 597). The purpose of AB 597 seeks to create a distinguishing license plate for Marquette University.

As you are aware, Wisconsin has a long tradition of authorizing special and distinguishing license plates. Under current law individuals in Wisconsin may elect to obtain a license plate to show their support for our University of Wisconsin campuses such as: Eau Clair, Green Bay, La Crosse, Madison, Milwaukee, Oshkosh, Parkside, Platteville, River Falls, Stevens Point, Stout, Superior, and Whitewater. Additionally, many groups have been authorized to have distinguishing plates to honor veterans groups, wildlife and conservation efforts, women's health, children's issues and many others.

Under the provisions of AB 597 a person could choose to have a special plate supporting Marquette University. This is not a fundraising plate and Marquette University has already agreed to pay the estimated \$11,800 for data processing, graphic design, and the set-up costs of creating this plate. Thus, there will be no cost to the State of Wisconsin should this legislation become law.

As with other similar plates, an individual who elects to get a Marquette University Plate must pay an additional \$15 fee for issuance. I would encourage the Committee to support AB 597 and allow Wisconsin residents the opportunity to express their support for Marquette University and recognize the contributions they and their alumni provide to Wisconsin. It should also be noted that one does not have to be an alumni of Marquette University to obtain this plate.

I thank you for allowing me the time to speak in support of Assembly Bill 597. If you have any questions I would be happy to answer them.

8th Assembly District